

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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ABC's LEAD Program Reaches Milestone

Prevention Program has Trained over 200,000 Alcohol Industry Employees

(Sacramento) – California Alcoholic Beverage Control (ABC) Investigators have reached the 200,000 mark in the ABC LEAD training program. Statewide statistics from September, 2007 training sessions show the department has now trained over 200,000 California alcohol industry employees since the program was created back in 1991.

LEAD stands for Licensee Education on Alcohol and Drugs. ABC dedicates four full time investigators to this very important prevention and education effort. The LEAD program educates businesses on laws involving the sale and service of alcoholic beverages. Last year, over 16,000 alcohol industry employees in California were trained in this program. The LEAD program began on January 1, 1991 with a grant from the California Office of Traffic Safety. Since February 1995, ABC has funded the program.

The curriculum is designed for licensees, managers, and employees. There is no separate management curriculum. The LEAD program provides the licensee and applicant with practical information on serving alcoholic beverages safely, responsibly, and legally, and preventing illicit drug activity at the licensed establishment.

“This type of training not only helps businesses better understand their responsibilities, but also provides them with the tools and knowledge they need to promote reasonable consumption and contribute to making communities safer,” said ABC Director Steve Hardy.

ABC licensed businesses and their employees who are interested in attending the training program can sign up for training sessions by calling their closest ABC District Office. To learn more about the program and find out where and when training sessions will be held, log on to www.abc.ca.gov and click on the Server Awareness (LEAD) link.

ABC is a department of the Business, Transportation and Housing Agency, which is under the direction of Secretary Dale E. Bonner, a member of the Governor's Cabinet.